



## **2014 MAILING PROMOTIONS AND INCENTIVES CALENDAR**

The general intent of all promotions is to increase the value of transactional and direct mail and to retain or sustain its long-term growth. These promotions create excitement about mail, keep mail top-of-mind for marketers, reward innovative customers, show customers we want their business and encourage others in the mailing industry to provide similar sale initiatives for customers. Additionally, the promotions may include features that encourage businesses to use USPS shipping products.

### ***Mobile Technology Promotions***

These promotions will build upon previous promotions and continue our strategy of encouraging mailers to integrate direct mail with mobile technology using best practices in mobile marketing.

- Branded Color Mobile Technology Promotion
- Emerging Technology Featuring NFC Promotion
- Mail Drives Mobile Commerce Promotion

### ***Technology Drives Relevance***

These promotions leverage the value of innovative direct mail techniques that are less widely used, but have been shown to increase the effectiveness of mail campaigns.

- Color Print in First-Class Mail Transactions Promotion
- Mail and Digital Personalization Promotion

### ***Leverage Value of FCM***

These promotions are intended to slow the declining volume trends for First-Class Mail®. As technology continues to disrupt the mail volume, the Postal Service will ensure reply mail, transactional mail, and First-Class Mail advertising remain a relevant part of the First-Class Mail marketing mix.

- Premium Advertising Promotion
- Earned Value Promotion



### **COLOR PRINT IN FIRST-CLASS MAIL TRANSACTIONS PROMOTION**

The promotion is intended to encourage producers of bills and statements to produce and mail statements that create a greater connection and response from consumers by utilizing color ink on bills and statements. This promotion will provide an upfront postage discount to mailer who use dynamic/variable color print on transactional mail that is required to be mailed as First-Class Mail. Eligible pieces must have variable color messaging (four-color-process) on the bill or statement. Use of color inserts and pre-printed paper stock, do not qualify for the promotion. The color messaging must be for marketing or consumer information purposes. The color messaging must be within the contents of the bill or statement and cannot be an addendum or separate page added to the bill or statement.

<b>Registration Period</b>	June 15 – December 31, 2014
<b>Promotion Period</b>	August 1 – December 31, 2014
<b>Eligible Mail</b>	First-Class Mail® presort and automation letters sent in IMb full-service mailings. Residual pieces paying single-piece price that are part of an automation mailing may also qualify for the discount.
<b>Discount</b>	2 percent per eligible mailpiece. Discount is applied at the time of mailing.

### **PREMIUM ADVERTISING PROMOTION**

The Premium Advertising Promotion is intended to encourage existing high-volume mail marketers and advertisers to use First-Class Mail as a marketing vehicle. The promotion offers an upfront discount on First Class Mail presort postage on mailpieces composed entirely of marketing or advertising content. Mailpieces containing any content required to be mailed as First-Class Mail as described in Domestic Mail Manual (DMM) Section 133.3.2 through 133.3.4, First-Class Mail Content Standards, will not qualify for the promotion.

<b>Registration Period</b>	February 15 – June 30, 2014
<b>Promotion Period</b>	April 1 – June 30, 2014
<b>Eligible Mail</b>	First-Class Mail® presort and automation letters sent in IMb full-service mailings. Residual pieces paying single-piece price that are part of an automation mailing may also qualify for the discount.
<b>Discount</b>	15 percent per eligible mailpiece. Discount is applied at the time of mailing.
<b>Mailer Qualification</b>	Eligible participants are customers who mailed volume providing \$6 million or more in Standard Mail letter postage from October 1, 2012 through September 30, 2013. Mail service providers are not eligible to participate.



### **EARNED VALUE REPLY MAIL PROMOTION**

The 2014 Earned Value Reply Mail Promotion is intended to slow the decline of First-Class Mail, Business Reply Mail (BRM) and Courtesy Reply Mail (CRM) pieces. As technology continues to disrupt the mail volume, the Postal Service will ensure reply mail remains a reply option for consumers and a relevant part of the First-Class Mail marketing mix. The 2014 "Earned Value" promotion will be offered to mailers who send qualifying First-Class Mail Business Reply Mail (BRM) and Courtesy Reply Mail (CRM) enclosures. Mailers will earn a credit on each piece that is returned during the promotion period. At the end of the promotion, the total credit amount will be applied to the mailer's Permit account. The credit can be applied to future mailings of First-Class Mail Presort and Automation cards, letters and flats, and Standard Mail letters and flats.

<b>Registration Period</b>	February 15 – March 31, 2014
<b>Promotion Period</b>	April 1 – June 30, 2014 (Reply pieces will be counted during this period)
<b>Credit Amount</b>	2 cents per eligible mailpiece. Participants in the 2013 Earned Value Promotion whose total CRM and BRM counts increase in 2014 will receive 3 cents per eligible mailpiece.

### **MAIL AND DIGITAL PERSONALIZATION PROMOTION**

The 2014 Mail and Digital Personalization Promotion offers an upfront discount to encourage mailers to enhance the value of their mail by utilizing technology to create a more relevant, integrated marketing message through direct mail and digital channels. Both the mailpiece and PURL/website must be personalized to qualify for this promotion (variables may include: name, birthday, custom offer or different envelope, etc). The website or landing page must correspond to the physical mailpiece and enhance the overall experience for the consumer. Best practices such as directional copy and mobile optimization are also required.

<b>Registration Period</b>	March 15 – June 30, 2014
<b>Promotion Period</b>	May 1 – June 30, 2014
<b>Eligible Mail</b>	First-Class Mail® presort and automation letters, cards and flats (Residual pieces paying single-piece price that are part of an automation mailing may also qualify for the discount.) Standard Mail letters and flats Nonprofit Standard Mail letters and flats.
<b>Discount</b>	2 percent per eligible mailpiece. Discount is applied at the time of mailing.



## **BRANDED COLOR MOBILE TECHNOLOGY PROMOTION**

The 2014 Branded Color Mobile Technology Promotion encourages mailers to push the envelope and expand their mobile technology usage beyond basic QR codes. By participating, mailers will have the opportunity to receive an upfront postage discount on qualifying mailpieces that use creative elements such as color and/or graphics in their mobile print technology. All qualifying mail must contain a mobile barcode or equivalent mobile print technology that when scanned by a mobile device leads to a mobile optimized experience.

The mobile barcode must be functional and incorporate **one** of the following:

- a. 2 or more colors (*other than* black, white or gray)
- b. a trademark or graphic that includes a color or multiple colors (*other than* black, white or gray)

The mobile technology could also potentially incorporate other non-intrusive options that do not interfere with the creative value of the printed mailpiece. A color image embedded with a digital watermark or intelligent print image recognition would both meet this requirement.

Best practices such as directional copy and mobile optimization are also required.

<b>Registration Period</b>	December 15, 2013 – March 31, 2014
<b>Promotion Period</b>	February 1 – March 31, 2014
<b>Eligible Mail</b>	First-Class Mail® presort and automation letters, cards and flats (Residual pieces paying single-piece price that are part of an automation mailing may also qualify for the discount.) Standard Mail® letters and flats Nonprofit Standard Mail letters and flats.
<b>Discount</b>	2 percent per eligible mailpiece. Discount is applied at the time of mailing.

## **EMERGING TECHNOLOGY FEATURING NFC PROMOTION**

The use of mobile technology continues to be a growing force in the marketing landscape for today's savvy marketing professionals. Near field communication is a form of communication between devices such as smartphones, tablets or items embedded with NFC chips, tags or similar technology. This promotion will build upon previous promotions and continue our strategy of encouraging mailers to integrate direct mail with mobile technology. To participate in the promotion, the mailpiece must incorporate the use of standard NFC technology or other emerging technology as specified in program eligibility requirements to engage the mobile device in providing an interactive experience for the user. Standard NFC technology generally consists of embedding a small chip or other form of technology into a carrier (mailpiece or other item) that can be recognized by an NFC enabled mobile device. The interaction is initiated by touching the mobile device on the NFC embedded item or by placing the mobile device within 1-2 inches of the NFC embedded item. Best practices such as directional copy and mobile optimization are also required.

<b>Registration Period</b>	June 15 – September 30, 2014
<b>Promotion Period</b>	August 1 – September 30, 2014
<b>Eligible Mail</b>	Standard Mail® letters and flats Nonprofit Standard Mail letters and flats.
<b>Discount</b>	2 percent per eligible mailpiece. Discount is applied at the time of mailing.



## **MAIL DRIVES MOBILE COMMERCE PROMOTION**

The intent of the promotion is to encourage marketers and retailers to utilize mobile purchasing technology with direct mail and catalogs to facilitate state of the art mobile purchases. An upfront postage discount is available on eligible mailpieces that include a mobile barcode or print/mobile technology that can be read or scanned by a mobile device and leads the recipient to a mobile-optimized shopping website.

The mailpiece must contain text near the barcode or image that provides guidance to the consumer to scan the barcode or image and conveys information about the landing page. The technology must lead the recipient to a webpage that allows the recipient to purchase an advertised product on the mobile device.

Mailers may elect to qualify for an additional 1 percent rebate on the postage of their qualifying mailings if a portion of their orders are fulfilled via Priority Mail® during the Priority Mail Fulfillment Period. Participation in the Priority Mail rebate portion of the promotion requires additional registration.

<b>Registration Period</b>	September 15 - December 31, 2014
<b>Promotion Period</b>	November 1 - December 31, 2014
<b>Eligible Mail</b>	Standard Mail letters and flats Nonprofit Standard Mail letters and flats
<b>Initial Upfront Discount</b>	2 percent per eligible mailpiece. Discount is applied at the time of mailing.

**Additional information and resources are posted online at:**

<https://ribbs.usps.gov/index.cfm?page=mobilebarcode> and  
<https://www.usps.com/business/promotions-and-incentives.htm?>